

Salem Town Vision Survey Committee

Minutes for Meeting of Sep 07, 2010

Present: Frank Abetti, Cheryle Cassidy, S. Diamond, Carole Eckart , Janet Griggs, Tom Woronik. Absent: Dick Asafaylo, Len Giambra,

Janet Griggs opened the Meeting at 7:25 PM.

There were no public comments.

Minutes of 8/25/2010 meeting were discussed. Once correction was noted: spelling of "greed" should be changed to "agreed."

Minutes M/S/A as amended above by S. Diamond/C. Cassidy

Topics for the meeting were discussed, and it was agreed to 1): Begin developing the cover document (including the history and development of the Vision Statement); and 2): discuss other considerations concerning how to present Vision to BOS (see Dick's Sep 4 memo).

The history and development of the Vision was discussed first. The following points were brainstormed by the committee:

History and Development:

1. Idea of a vision statement was discussed and approved by the BOS (Summer 2008)
2. Committee members were solicited and members were formally appointed on Aug 5, 2008. First meeting took place on Sep 24, 2008.

Special consideration was made to balance the committee in terms of age, gender and background/political affiliation, in order to have a committee that was representative of Salem's population.

3. Committee agreed that a survey was necessary to obtain data.
4. Agreement reached to collaborate with POCD and EDC, who were also planning to administer surveys to obtain data.
5. Ten topics (areas of focus) were addressed in the survey.
6. Survey was administered from Nov 11 through Dec 31, 2009.
7. Survey results were analyzed and presented to multiple Town groups, primarily Boards and Commissions.
8. A vision was created that reflects the findings of the survey (1Q09 to 3Q10)

Next Steps:

9. Present to BOS (who commissioned the survey); gather feedback and discuss promotion planning, approval process and authority to be accorded to the vision.
10. Present vision to Boards and Commissions and Town Groups.
Purpose is to ask if they have concerns with key concepts, not to wordsmith document.
11. Collect feedback from all meetings, review feedback and refine final document as appropriate.
12. Finalize final Vision Statement (if substantive changes, discuss with BOS), distribute to BOS and ask for Town Meeting to adopt.

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It was also noted that the Cover document should include the following (per Dick's Sep 4 memo "Considerations for Vision Committee's preparations to present the proposed Vision to the BOS"):

1. What is a Vision?

It was agreed that the verbiage Dick's in original document (distributed at the first Vision Committee meeting) under same heading was appropriate, although "next decade" should be changed to "one or more decades"

2. What is the purpose of the Vision statement? (to address "why should various Boards and commissions pay attention to the Vision", point #2 in memo)

It was agreed that the verbiage Dick's in original document, under "What would a vision do for Salem?" was appropriate.

3. How should the Vision be used?

Committee's proposed words: Provide guidance for all Salem's Boards and Commissions in making decisions,

4. How would the vision be maintained? (points #5 & 6 in memo)

Committee's proposed words: Review in five years to assess relevance of the vision.

Finally, a promotion plan was discussed, in the context of "what actions will be necessary and by whom to ensure the community generally buys in to the Vision (point #3 in memo):

- Advertise in: Our Town, Lyme Times, The Day
- Advertise on Town Website (announce via an email tree that it is available on Town website)
- Promote at Apple Festival, Used Book Fair
- Announce on School Web Folder (Wednesday folder)

Note that points #2 (authority accorded) & 4 (approval process) in memo will be covered in meeting with BOS.

Objective of next meeting:

- Work on development cover document for Vision Statement
- Work on plan for vetting the Vision with BOS and other Boards and Commissions

Motion by T. Woronik/C. Cassidy to adjourn at 8:56 PM.